## CLAIMS

1. A thermal transfer sheet comprising: a substrate sheet; a colorant layer provided on one side of the substrate sheet; and a heat-resistant slip layer provided on the other side of the substrate sheet through a primer layer, said primer layer comprising a binder resin satisfying a G'a/G'b ratio value of not more than 100 wherein G'a represents the storage modulus of the binder resin at 80°C, Pa; and G'b represents the storage modulus of the binder resin at 140°C, Pa.

2. The thermal transfer sheet according to claim 1, wherein both the storage modulus G'b (Pa) of the binder resin and the loss modulus G"b (Pa) of the binder resin each as measured at 140°C are not less than $10^3$ Pa.

3. The thermal transfer sheet according to claim 1, wherein said binder resin has a tan $\delta$ value of not more than 3 at 140°C.

4. The thermal transfer sheet according to claim 1, wherein said binder resin has a glass transition temperature Tg of 60°C or above.

5. The thermal transfer sheet according to claim 1, wherein said primer layer contains an antistatic agent.